

Rubric For Advertising Campaign:

Final cut of commercial (50 pts.):

- **Did you effectively use three persuasion techniques to sell you product?**
- Were you prepared when it came time to Podcast?
- Was your final take between thirty seconds and one minute?

Script (25 pts.):

- Was your script typed neatly with minimal grammatical and spelling errors?
- **Did you state the three persuasion techniques used in your commercial and how they were used?**
- Did you turn it in on time?

Creativity (15 pts.):

- Did your project convey originality?
- Did you find creative ways to effectively persuade your audience?
- Did you use art?

Effort (10 pts.):

- Were you efficient with your time in class?
- Did you practice enough?
- Did everyone contribute equally?
- Did you have fun with the project and put forth the effort required?

Group members:

Overall grade: